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PATENT

IN THE U.S. PATENT AND TRADEMARK OFFICE

In re the Application of: I. BENTOLILA et al.) Examiner: Peter C. Wilder
Serial No.: 10/043,714) Group Art Unit: 2623
Filed: January 9, 2002) Irvine, California 92612
For :)
SYSTEM, METHOD, AND SOFTWARE)
APPLICATION FOR TARGETED)
ADVERTISING VIA BEHAVIORAL)
MODEL CLUSTERING, AND)
PREFERENCE PROGRAMMING BASED)
ON BEHAVIORAL MODEL CLUSTER)

LARGE ENTITY TRANSMITTAL FORM

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

October 4, 2006

Sir:

Transmitted herewith is an Amendment in response to the July 6, 2006 Office Action with a replacement drawing sheet and an annotated drawings sheet in the above-identified application.

- The enclosed document is being transmitted via the Certificate of Mailing provisions of 37 C.F.R. § 1.8.

The fee has been calculated as shown below:

	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR			PRESENT EXTRA	RATE	ADDITIONAL FEE
TOTAL	21	-	21	=	0	\$ 50.00	\$0.00
INDEPENDENT	3	-	3	=	0	\$200.00	\$0.00
<input type="checkbox"/> FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM						\$360.00	\$0.00
						TOTAL	\$0.00

- Petition for () month(s) extension of time pursuant to 37 C.F.R. §§ 1.17 and 1.136(a). \$0.00 for the extension of time.
- No fee is required.
- Check(s) in the amount of \$0.00 is(are) enclosed.
- Please charge Deposit Account No. 01-1960 in the amount of \$0.00. This form is submitted in triplicate.

If necessary, the Commissioner is hereby authorized to charge payment or credit any overpayment to Deposit Account No. 01-1960 for any additional fees required in connection with this filing.

Attachment(s): Amendment 34 pp.

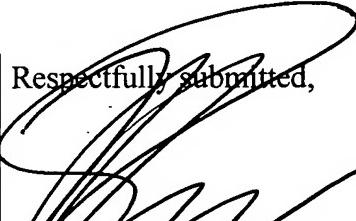
One replacement drawing sheet for Fig. 9

One annotated drawings sheet for Fig. 9 showing changes

Return Receipt Postcard

CERTIFICATE OF MAILING	
I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: MS Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on October <u>4</u> , 2006	
By: Sarah A. Nielsen	
<u>Sarah Nielsen</u> Signature	

Respectfully submitted,


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